# YOUR UNFAIR ADVANTAGE

## WHAT'S YOUR EXPERTISE?

WRITE DOWN ALL PROFESSIONS AND TOPICS YOU'VE GOT A BACKGROUND IN. THIS INCLUDES JOBS, SPORTS, INTEREST ETC.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

# YOUR UNFAIR ADVANTAGE

## 10 NICHES

WRITE DOWN 10 DIFFERENT NICHES. THEY CAN BE ANYTHING SUCH AS WORKOUT EQUIPMENT, PHARMACEUTICALS, IT, CANDY, HUMAN RESOURCES ETC.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

# YOUR UNFAIR ADVANTAGE

## GENERATE IDEAS

WRITE DOWN YOUR EXPERTISE AND NICHE, AND COMBINE THEM TO GENERATE AN IDEA.

| | EXPERTISE | NICHE | IDEA |
|---|---|---|---|
| 1. | | | |
| 2. | | | |
| 3. | | | |
| 4. | | | |
| 5. | | | |
| 6. | | | |
| 7. | | | |
| 8. | | | |
| 9. | | | |
| 10. | | | |